



PARTNER EVALUATION

Selection and evaluation of companies
with potential for forging a strategic
partnership with you

Forging strategic partnerships or acquiring another company can play a key role in driving your operations growth. Ipsos Business Consulting's proprietary methodology identifies the most suitable partnerships to drive your expansion and growth strategy.

Ipsos Business Consulting

Build · Compete · Grow

Ipsos expertise in partner selection and evaluation can help you circumvent potential problems by identifying the most suitable partnerships for your business.

IPSOS

PARTNER EVALUATION

solution is offered as a stand-alone service or as part of a Go-to-Market and Business Unit Strategy solution



Partner Compass™, our proprietary methodology for partner evaluation, follows a four-stage process:

1) MARKET SCAN AND BROADLIST DEVELOPMENT

In-depth analysis within the target market to understand the product categories and the competitive landscape, identifying the top players for further analysis.

2) EVALUATION CRITERIA DEVELOPMENT

Ipsos will leverage its proven expertise and strong track record

to build a bespoke model that will align the search with your strategic goals and operational needs, before proceeding to qualitatively and quantitatively analyse and rank shortlisted potential partners.

3) UNDERSTANDING SHORTLISTED CANDIDATES

Having built the evaluation model we then move on to the in-depth investigations of each shortlisted candidate, where we will provide you with a clear picture of their internal structure and processes, financial health, management

performance, product portfolio and other key areas.

4) PARTNER EVALUATION AND RECOMMENDATION

In this final stage Ipsos works closely with your leadership team to score, assess and prioritise the potential business partners. Ipsos will then make high-level recommendations about the partners or acquisitions that best fit with your own strategic goals and operational requirements.

FIND OUT MORE ONLINE

With over 20 years of experience and consulting hubs in 18 countries on five continents, Ipsos Business Consulting is the specialist global business unit of Ipsos that is focused on strategic consulting. We offer our clients the knowledge, insight and guidance they need to pursue their growth plans with confidence. Ipsos Business Consulting works with a wide variety of multinational, regional and local clients as they seek to build, compete and grow in both developed and emerging markets.

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